

What is claimed is:

1. An effect pigment PVC plastisol comprising
  - 5 (A) at least one finely divided PVC homopolymer having particle sizes of from 0.04 to 40  $\mu\text{m}$  which as a dispersion in a plasticizer exhibits dilatancy,
  - (B) at least one finely divided PVC homopolymer having particle sizes of  
10 from 1 to 400  $\mu\text{m}$  which as a dispersion in a plasticizer exhibits pseudoplasticity,
  - (C) at least one plasticizer, and
  - 15 (D) at least one effect pigment.
2. The PVC plastisol as claimed in claim 1, comprising at least one pigment (E) different than effect pigment (D).
- 20 3. The PVC plastisol as claimed in claim 1 or 2, comprising at least one additive (F).
4. The PVC plastisol of any of claims 1 to 3, containing from 20 to 60% by weight, based on PVC plastisol, of finely divided PVC homopolymer (A).
- 25 5. The PVC plastisol of any of claims 1 to 4, containing from 5 to 30% by weight, based on PVC plastisol, of finely divided PVC homopolymer (B).
6. The PVC plastisol as claimed in any of claims 1 to 5, wherein the weight ratio  
30 (A):(B) is chosen so that the PVC plastisol exhibits pseudoplasticity.
7. The PVC plastisol as claimed in claim 6, wherein (A):(B) = 5:1 to 1:5.
8. The PVC plastisol of any of claims 1 to 7, containing from 10 to 60% by weight,  
35 based on PVC plastisol, of plasticizers (C).
9. The PVC plastisol of any of claims 1 to 8, wherein the effect pigments (D) are

selected from the group consisting of organic and inorganic, optical effect, color effect and optical effect, magnetically shielding, electrically conductive, anticorrosion, fluorescent, and phosphorescent pigments.

- 5     10.     The PVC plastisol as claimed in claim 9, wherein the effect pigments (D) are selected from the group consisting of organic and inorganic, optical effect, and color effect and optical effect pigments.
- 10     11.     The PVC plastisol as claimed in claim 10, wherein the effect pigments (D) are selected from the group consisting of metal effect pigments, effect pigments composed of metals and nonmetals, and nonmetallic effect pigments.
- 15     12.     The PVC plastisol as claimed in any of claims 1 to 11, wherein the pigments (E) are selected from the group consisting of organic and inorganic, color and extender pigments, pigments which combine at least two of these properties, and nanoparticles.
- 20     13.     The PVC plastisol as claimed in any of claims 1 to 12, wherein additives (F) are selected from the group consisting of PVC stabilizers, light stabilizers, organic solvents, and synergists for halogen flame retardants.
- 25     14.     A process for producing a PVC plastisol comprising effect pigments as claimed in any of claims 1 to 13, which comprises mixing its constituents (A), (B), (C), and (D), (A), (B), (C), (D), and (E), (A), (B), (C), (D), and (F) or (A), (B), (C), (D), (E), and (F) and homogenizing the resulting mixture.
- 30     15.     The use of a PVC plastisol comprising effect pigments as claimed in any of claims 1 to 13 or of a PVC plastisol comprising effect pigments and prepared by a process as claimed in claim 14 as coil coating material.
16.     The use as claimed in claim 15, wherein the PVC plastisol comprising effect pigments is used to produce an effect coating.